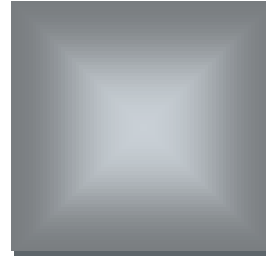


2017 IOWA INDUSTRY PROFILE

INFORMATION

IOWA WORKFORCE DEVELOPMENT

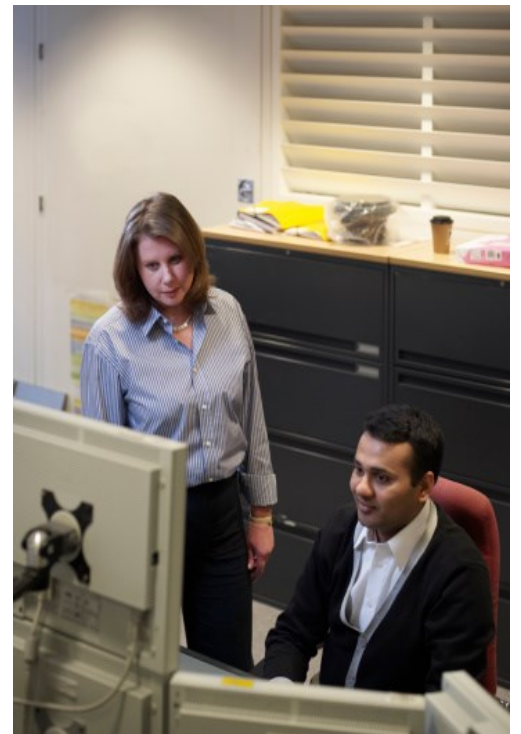


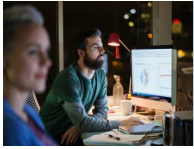
Executive Summary

In 2016, the **Information** sector represented 1.5 percent of all covered public and private employment in Iowa, with 23,031 jobs. This sector reported an average annual wage of \$53,678, which is 19.5 percent higher than the average wage across all industries in the state, \$44,925.

Employment in this sector was fairly steady prior to 2008, but has since dropped precipitously, even as the recession has ended and other industries have regained the jobs they lost. However, the downward trend has not proven true for average annual income, which has steadily risen. Since a recent peak in 2007, employment in this industry decreased by 32.5 percent, while over the same period, wages increased by 27.2 percent. This reflects the fact that the well-paid data and web industries have added employment as the sector as a whole has shrunk.

Men account for a slight majority of the employees in this sector, holding 53.6 percent of jobs. Women are the majority of workers over the age of 55, perhaps reflecting the growing influence of male-dominated tech careers creating the new jobs in this sector.





INFORMATION IOWA INDUSTRY PROFILE

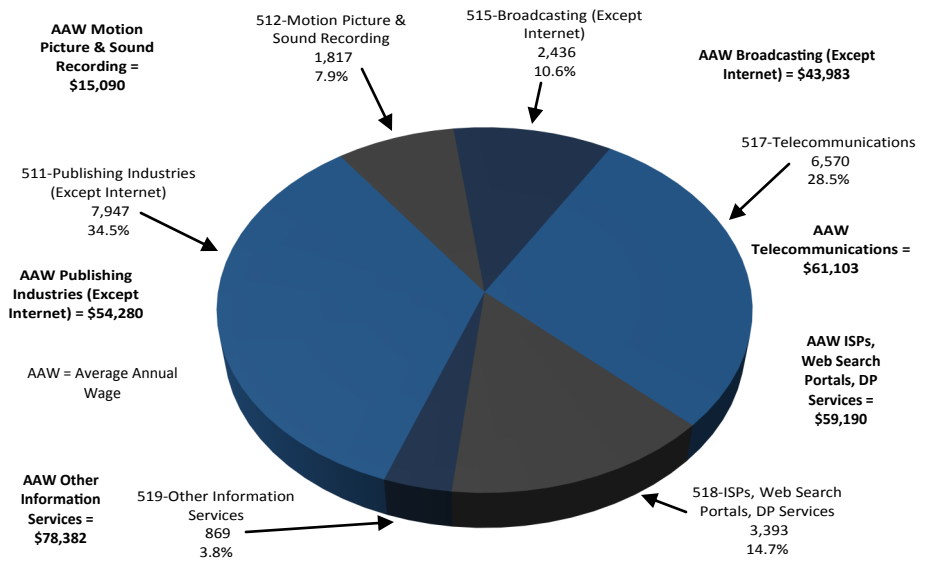
What is Information?

The **Information** sector is comprised of establishments primarily engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and processing data.

The main components of this sector are the **Publishing industries**, including software publishing, the motion picture and sound recording industries, the **Telecommunications industries**, and the information services and data processing industries.

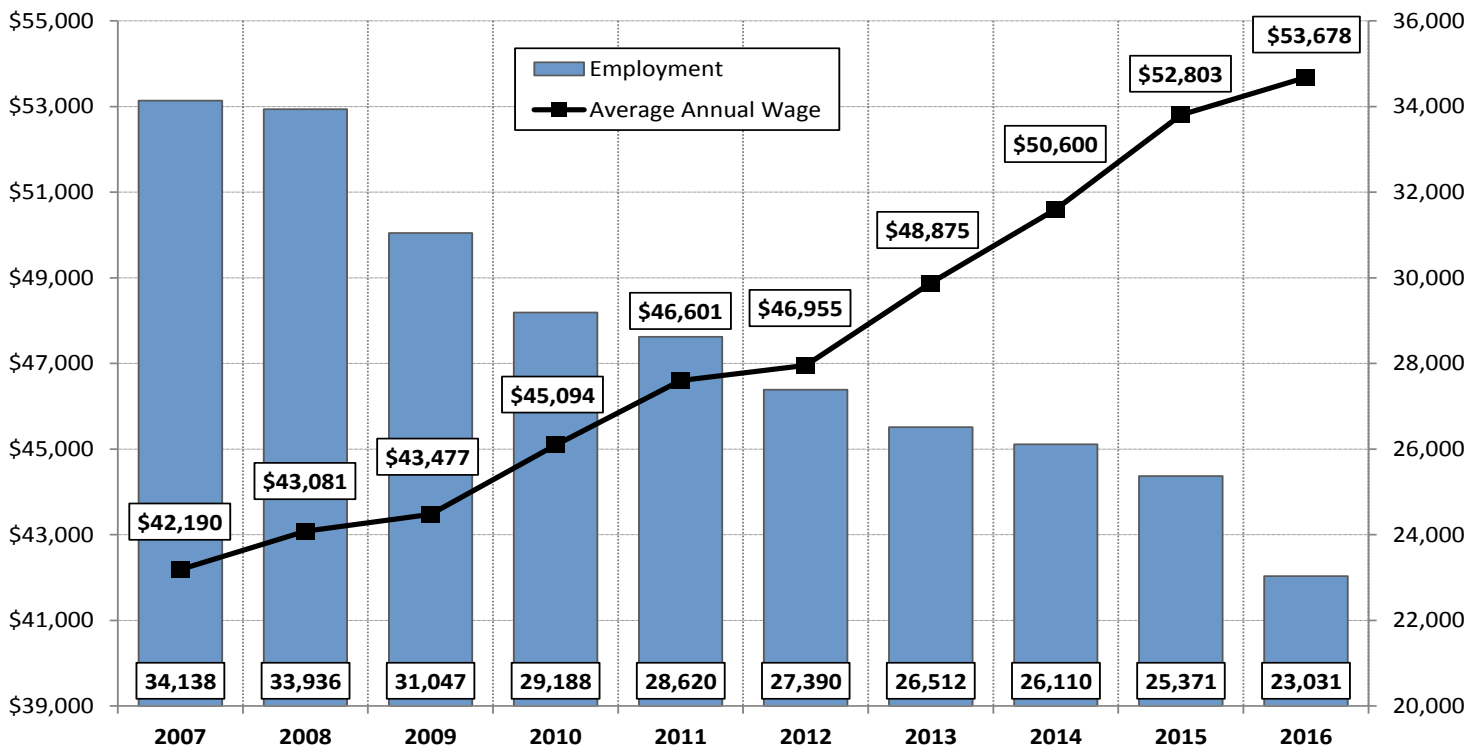
Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

2016 Industry Breakout by Employment in Iowa *Information NAICS Industry Coding*



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2007-2016 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

INFORMATION

IOWA INDUSTRY PROFILE



Examples of Major Information Employers

Name of Company	Industry
Data Dimensions	Data Processing and Related Services
Dice Career Solutions Inc.	Specialized Telecommunication Services
Fiserv	Data Processing and Related Services
Gazette Communications Inc.	Newspaper Publishers
Indian Hills Community College	Libraries and Archives
Meredith Corp.	Periodical Publishers
Muscatine Power & Water	Data Processing and Related Services
Quad-City Times	Newspaper Publishers
Register Media	Newspaper Publishers
Telegraph Herald	Newspaper Publishers

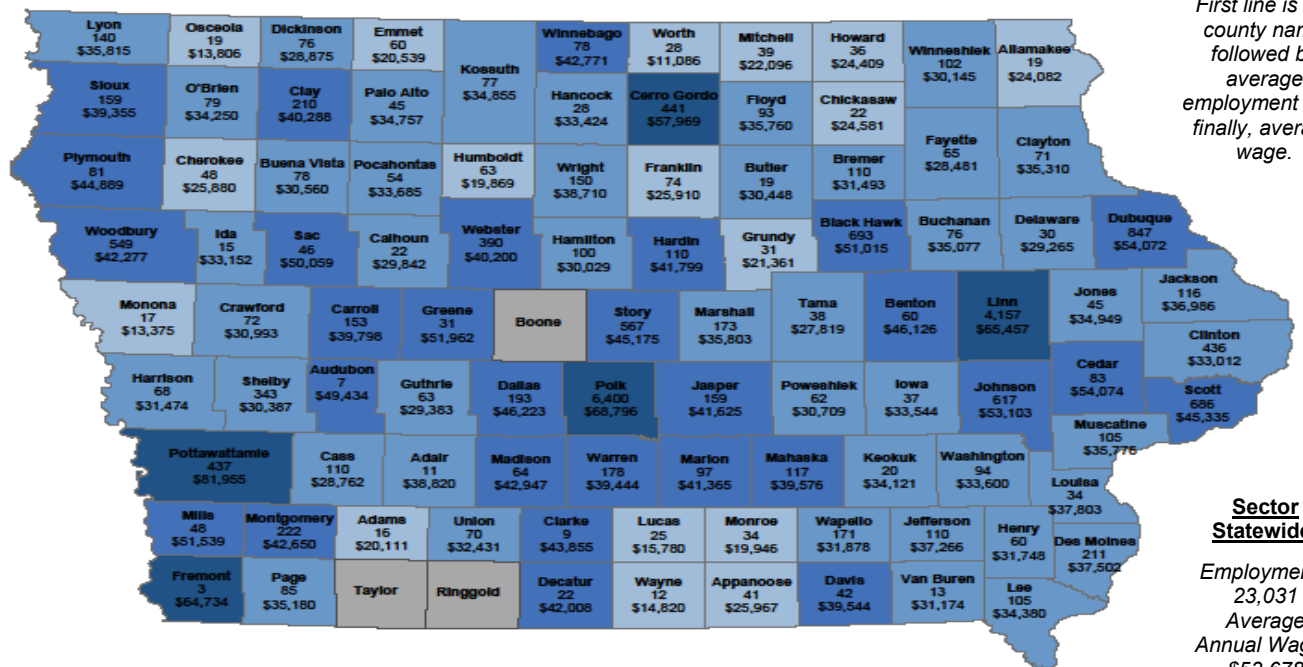
Source: www.iowaworkforcedevelopment.gov/employer-database

Employers

The **Information** sector consisted of 1,760 units in 2016, employing 23,031 workers. **Publishing industries (except internet)** was the largest subsector, with 498 establishments (28.3 percent of the industry's total) and 7,947 employees (34.5 percent of the industry's total). **Telecommunications and Data processing, hosting, and related services** also make up a significant portion of this sector (28.5 and 14.7 percent of employment, respectively).

Employment in this sector continues to see jobs decline year, while wages have grown steadily. The growth is bolstered by employment growth in the well-paid **Data processing, hosting, and related services**.

2016 Covered Employment in Information by County



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

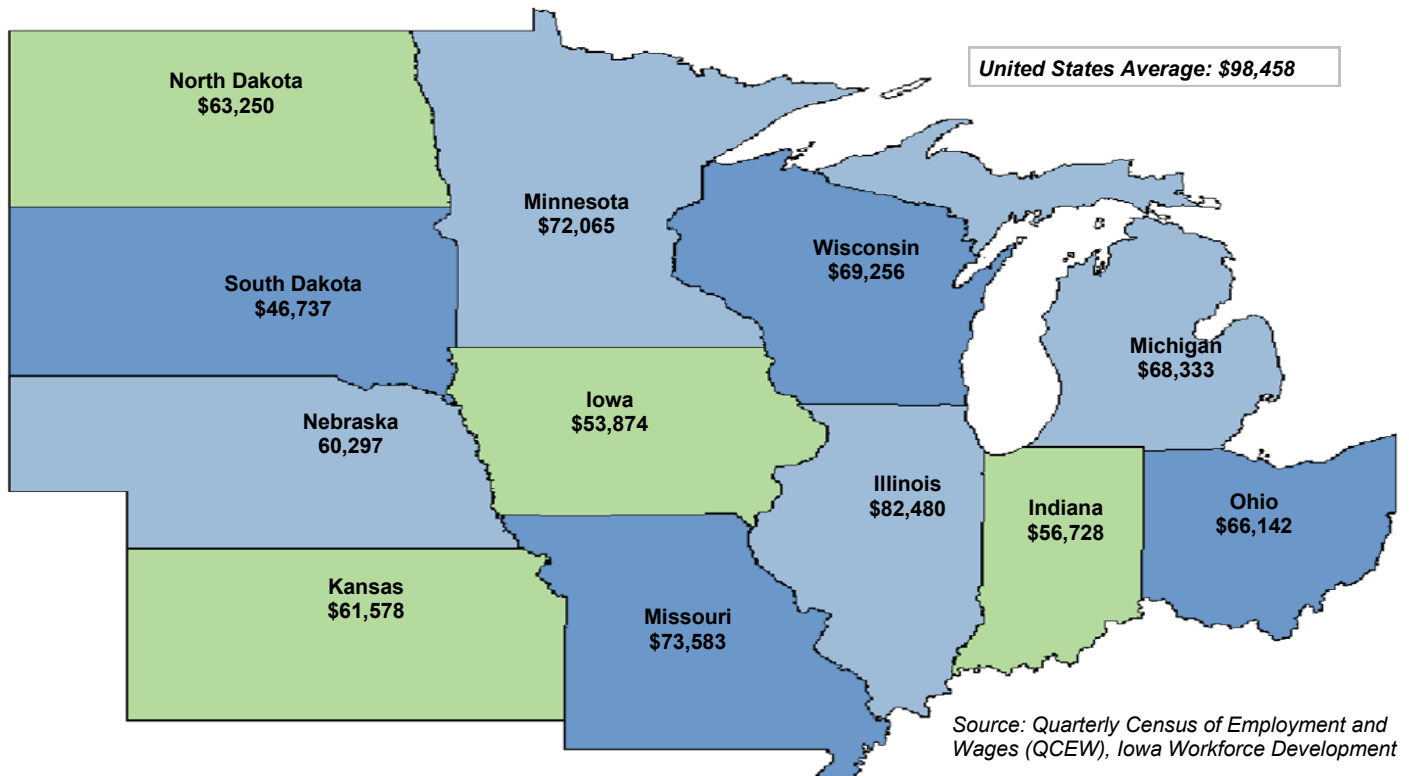
<https://www.iowaworkforcedevelopment.gov/labor-market-information-division>



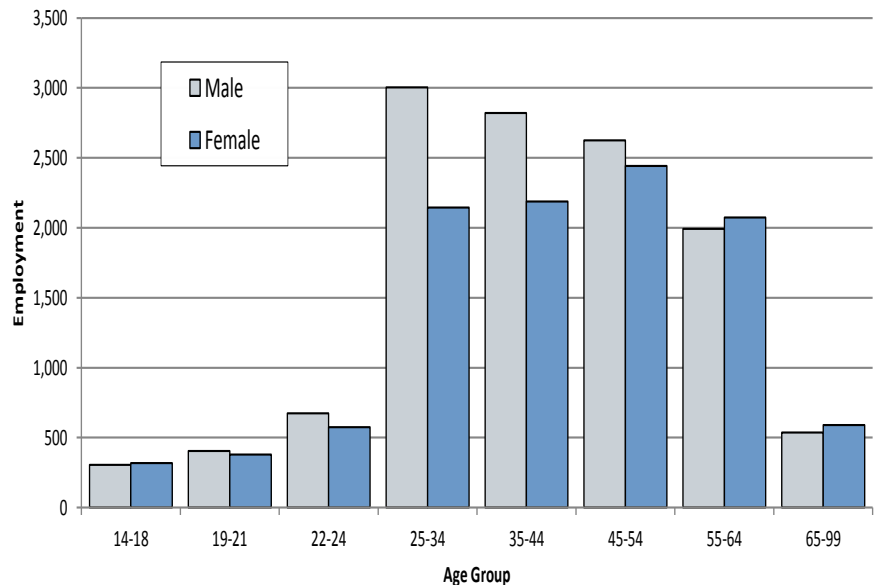
INFORMATION IOWA INDUSTRY PROFILE

2016 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



Industry Distribution by Age and Gender 2nd Qtr. 2016



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

Contact Information

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